

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. **(Currently Amended)** A method of communicating inferred information to a wireless communication device user, comprising:

determining a location of the wireless device;

inferring a likely interest of the user from the location of the wireless device; and

transmitting data related to the inferred interest to the wireless device.

2. **(Original)** The method of claim 1, further comprising:

ascertaining time at the location; and

wherein said inferring includes inferring the likely interest of the user from the time at the location.

3. **(Original)** The method of claim 1, wherein inferring includes utilizing a profile of preferences of the user to infer the likely interest of the user.

4. **(Original)** The method of claim 3, wherein the profile of preferences of the user is obtained by ascertaining trends in selections made by the user.

5. **(Currently Amended)** A method of communicating inferred information to a wireless device user, comprising:

determining time at the wireless device;

inferring a likely interest of the user from the time at the wireless device; and

transmitting data related to the inferred interest to the wireless device.

6. **(Original)** The method of claim 1, wherein inferring includes inferring information of interest to the wireless communication device based on information received from an other wireless communication device.

7. **(Currently Amended)** A method of transmitting location-based information to a user of a first signal transmitting means, comprising:

providing the user with a first signal transmitting means capable of transmitting a first signal and a second signal receiving means for receiving a second signal;

providing a first signal receiving means for receiving said first signal at a location remote from said user;

providing a location-determining means for determining from said first signal an approximate location of the user;

providing a computer system having access to location-based information, said system being connected to said first signal receiving means and said system being connected to a second signal transmitting means;

transmitting said first signal;

receiving said first signal;

determining from said first signal an approximate location of said user;

reviewing said location-based information in consideration of said approximate location and using said an optionally determined need to generate a recommendation to be transmitted to said user; and

transmitting said recommendation via said second signal transmitting means.

8. (Original) The method of claim 7, further comprising determining from said first signal a need of said user for a product or service.

9. (Original) The method of claim 7, further comprising determining an approximate time said first signal was sent.

10. (Original) The method of claim 9, wherein said recommendation is based on the approximate time the first signal was sent.